

Message Text

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12

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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R 231436Z JAN 76

FM AMEMBASSY BERN

TO SECSTATE WASHDC 2029

INFO AMCONSUL ZURICH

UNCLAS SECTION 1 OF 2 BERN 0369

EO 11652: N/A

TAGS: BEXP SZ

SUBJ: FY 1977 COUNTRY COMMERCIAL PROGRAM FOR SWITZERLAND

REF: 75 STATE A-7369, 75 STATE 297487

1. SUMMARY: FOLLOWING IS PROPOSED TEXT OF SECTIONS I, II, AND III OF A FY 77 CCP FOR SWITZERLAND. THIS REPRESENTS THE JOINT PROPOSAL OF AMEMBASSY BERN AND AMCONSUL ZURICH. END SUMMARY.

2. SECTION I: OVERVIEW.

A. BASED ON PRELIMINARY ESTIMATES, SWISS GNP AMOUNTED TO APPROX DOLS 52.4 BILLION IN 1975, OR ABOUT DOLS 8,200 PER CAPITA. IN REAL TERMS, HOWEVER, GNP WAS DOWN 4 PER CENT FROM 1974 AND IS EXPECTED TO REGISTER LITTLE OR NOW GROWTH IN 1976. THE CURRENT RECESSION HAS SHARPLY REDUCED SWISS IMPORTS, WHILE THE DECLINE IN EXPORTS HAS BEEN RELATIVELY MODEST DESPITE THE SIGNIFICANT APPRECIATION OF THE SWISS FRANC. AS A CONSEQUENCE, THE TRADITIONAL SWISS TRADE DEFICIT NARROWED CONSIDERABLY IN 1975, AND SURPLUSES IN INVISIBLE TRANSACTIONS AND CAPITAL FLOWS ARE EXPECTED TO PRODUCE LARGE BALANCE-OF-PAYMENTS SURPLUSES IN BOTH 1975 AND 1976. THIS FAVORABLE BALANCE-OF-PAYMENTS POSITION AND THE GOVT'S EFFORTS TO STIMULATE THE DOMESTIC ECONOMY SHOULD LEAD TO A HIGHER LEVEL OF IMPORTS IN THE NEXT SEVERAL YEARS. THE IMPROVEMENT IN THE PRICE COMPETITIVENESS OF AMERICAN PRODUCTS BEGAN TO ASSERT ITSELF IN 1974 WHEN THE US SHARE OF SWISS IMPORTS ROSE SLIGHTLY TO 6.5 PER CENT DESPITE THE JUMP IN THE SHARE TAKEN BY PETROLEUM IMPORTS. IN 1975 THE US SHARE

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INCREASED TO 7.5 PER CENT.

B. SWITZERLAND IS AN IMPORTANT MARKET FOR US EXPORTS (APPROX DOLS 1 BILLION IN 1975); THE SITE OF CONSIDERABLE LONG-TERM INVESTMENT (ESTIMATED AT DOLS 4.5 BILLION); THE SOURCE OF SUBSTANTIAL DIRECT INVESTMENT IN THE US (ESTIMATED AT DOLY 2.1 BILLION); AND THE SECOND MOST IMPORTANT CHANNEL FOR FOREIGN PORTFOLIO INVESTMENT IN THE US. THE USG'S COMMERCIAL GOALS ARE TO PROMOTE THE EXPANSION OF US EXPORTS TO SWITZERLAND THE SWISS TOURISM TO THE US.

C. IN FISCAL YEAR 1977, US GOVT ELEMENTS INVOLVED IN COMMERCIAL ACTIVITIES RELATING TO SWITZERLAND WILL GIVE PRIMARY ATTENTION TO THE PROMOTION OF SWISS TOURISM TO THE U S AND INCREASING US EXPORTS OF MICROCOMPUTERS, POLLUTION CONTROL EQUIPMENT, CONSUMER GOODS, PROCESS CONTROL INSTRUMENTATION, HEALTH CARE EQUIPMENT, AND ENERGY SYSTEMS.

3. SECTION II - PERSONNEL RESOURCES LIST.

3-1 STATE-FUNDED E/C PERSONNEL

1.1 BERN

E/C COUNSELOR 0-3
COMAT 0-3
ECON OFF 0-4
ASST COMAT 0-5
SENIOR REPORTING ASST L-1
SENIOR REPORTING ASST L-1
REPORTING ASST L-2
SECRETARY L-4
CLERK L-5
CLERK L-6
CLERK L-6

1.2 ZURICH

COMMERCIAL OFF O-4
REPORTING ASST L-2
CLERK L-5

3-2 NON E/C PERSONNEL.

ZURICH
CONSUL GENERAL 0-3

3-3. COUNTRY COMMERCIAL ACTION GROUP (CCAG).

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- A) DEP CHIEF OF MISSION (CHAIRMAN)
 - B) E/C COUNS
 - C) COMAT
 - D) AGRIC ATT
 - E) COMMERCIAL OFF, ZURICH
- 3-4 WASHINGTON COMMERCIAL ACTION GROUP.
TO BE DESIGNATED BY WASHINGTON

4. SECTION III. CAMPAIGNS/NON-CAMPAIGN INITIATIVE ACTIVITIES
WORKSHEETS (CAMPAIGNS ARE LISTED IN PRIORITY ORDER);

5. CAMPAIGN 1. MICROCOMPUTERS, MICROPROCESSORS AND PERIPHERALS.

A. CAMPAIGN MANAGER: DANIEL SCHAUBACHER

B. JUSTIFICATION. DEVELOPMENT IN INEXPENSIVE AND VERSATILE MICROCOMPUTERS IS OF CONSIDERABLE INTEREST TO A LARGE NUMBER OF FIRMS AND INSTITUTIONS, BOTH BIG AND SMALL, IN SWITZERLAND. A SPECIAL EFFORT TO INTRODUCE THE MANY MEDIUM AND SMALL-SIZED AMERICAN PRODUCERS TO THE SWISS MARKET IS WARRANTED.

C. CAMPAIGN HIGHLIGHTS. ONE FOREIGN BUYERS GROUP TRIP; ONE CATALOG SHOW; ONE TRADE MISSION.

D. MISSION PERSONNEL REQUIREMENTS AND CAMPAIGN FINANCIAL REQUIREMENTS. AS PREPARATION OF SECTION V, FROM WHICH THESE TABLES ARE DERIVED, IS DEFERRED UNTIL MAY/JUN, THESE PORTIONS NOT BEING SUBMITTED THIS TIME.

E. ACTIONS/MILESTONES/ACCOMPANISHMENTS.

E.1. ORGANIZE ONE FOREIGN BUYERS GROUP TO THE U S BY SEP 30.

E.2. CATALOG SHOW WITH BUSINESS INFORMATION CENTER AT INELTEC EXHIBITION IN BASEL INCLUDING MICROCOMPUTERS AND MICROPROCESSORS AS A THEME - SEP 6 - 10, 1977. BY SEP 30.

E.3. SUPPORT APPROPRIATE TRADE CENTER SHOWS IN EUROPE AND EXHIBITIONS/CONFERENCES IN THE US. BY SEP 30.

E.4. SUPPORT ONE TRADE MISSION IN MICROCOMPUTERS, MICROPROCESSORS AND PROCESS CONTROL. BY JUN 30.

E.5. SUBMIT TWO QUALITY TRADE OPPORTUNITY REPORTS PER QTR.

E.6. CALL ON TWO SWISS IMPORTERS/DISTRIBUTORS PER QTR.

E.7. UPDATE INFO IN FTI ON SWISS IMPORTERS/DISTRIBUTORS.
BY SEP 30.

E.8. PLACE THEMATIC ARTICLES FURNISHED BY WASHINGTON IN THE LOCAL TRADE PRESS. BY SEP 30.

E.9. REINFORCE CONTACTS AMONG IMPORTERS/DISTRIBUTORS AND
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SELECTED ENDUSERS. BY SEP 30.

E.10. CIRCULATE LIST OF US TRADE JOURNALS FURNISHED BY WASHINGTON AMONG APPROPRIATE SWISS IMPORTERS/DISTRIBUTORS AND ENDUSERS. BY MAR 31.

6. CAMPAIGN 2. POLLUTION CONTROL EQUIPMENT.

A. CAMPAIGN MANAGER: MICHAEL BARRY

B. JUSTIFICATION. THE SWISS ARE ACUTELY AWARE OF THE DANGERS TO THEIR ENVIRONMENT AND THE NEED TO TAKE POSITIVE DEFENSIVE AND PREEMPTIVE ACTION. THE U S IS LOOKED UPON AS THE PRIME SOURCE OF SOPHISTICATED EQUIPMENT AND TECHNOLOGY.

C. CAMPAIGN HIGHLIGHTS. ONE CATALOG SHOW; ONE VOLUNTARY POST MARKET SURVEY.

D. MISSION PERSONNEL REQUIREMENTS AND CAMPAIGN FINANCIAL REQUIREMENTS. SEE PARA 5D.

E. ACTIONS/MILESTONES/ACCOMPLISHMENTS.

E.1. CATALOG SHOW WITH BUSINESS INFORMATION CENTER AT INELTEC EXHIBITION IN BASEL INCLUDING POLLUTION CONTROL EQUIPMENT AS A THEME - SEP 6-10, 1977. BY SEP 30.

E.2. SUBMIT ONE VOLUNTARY POST-CONDUCTED MARKET SURVEY. BY JUN 30.

E.3. SUPPORT APPROPRIATE TRADE CENTER SHOWS IN EUROPE AND EXHIBITIONS/CONFERENCES IN THE US. BY SEP 30.

E.4. SUBMIT TWO QUALITY TRADE OPPORTUNITY REPORTS PER QTR.

E.5. CALL ON ONE IMPORTER/DISTRIBUTOR PER QTR.

E.6. UPDATE INFO IN FTI ON SWISS IMPORTERS/DISTRIBUTORS. BY SEP 30.

E.7. PLACE THEMATIC ARTICLES FURNISHED BY WASHINGTON IN THE LOCAL TRADE PRESS. BY SEP 30.

E.8. REINFORCE CONTACTS AMONG IMPORTERS/DISTRIBUTORS AND SELECTED ENDUSERS. BY SEP 30.

E.9. CIRCULATE LIST OF US TRADE JOURNALS FURNISHED BY WASHINGTON AMONG APPROPRIATE SWISS IMPORTERS/DISTRIBUTORS AND ENDUSERS. BY SEP 30.

7. CAMPAIGN 3. CONSUMER GOODS.

A. CAMPAIGN MANAGER: PAUL FREI

B. JUSTIFICATION. THE FAVORABLE DOLLAR/Franc EXCHANGE RATE MAKES MANY CATEGORIES OF US CONSUMER GOODS PRICE COMPETITIVE IN SWITZERLAND. THE DISTINCTIVE STYLING, AND THE EMPHASIS ON FUNCTIONALITY AND VERSATILITY WHICH CHARACTERIZE MANY AMERICAN UNCLASSIFIED

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CONSUMER GOODS PRODUCTS, RENDER MANY LINES PARTICULARLY ATTRACTIVE.

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INFO AMCONSUL ZURICH

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C. CAMPAIGN HIGHLIGHTS. ONE IN-STORE PROMOTION, IF FEASIBLE;
ONE VOLUNTARY POST MARKET SURVEY.

D. MISSION PERSONNEL REQUIREMENTS AND CAMPAIGN FINANCIAL
REQUIREMENTS. SEE PARA 5D.

E. ACTIONS/MILESTONES/ACCOMPLISHMENTS.

E.1. ARRANGE AND EXECUTE ONE IN-STORE PROMOTION, IF FEASIBLE
BY SEP 30.

E.2. SUBMIT ONE VOLUNTARY POST-CONDUCTED MARKET SURVEY ON
SPORTING AND RECREATIONAL GOODS. BY JUN 30.

E.3. SUPPORT APPROPRIATE TRADE CENTER SHOWS IN EUROPE
AND EXHIBITIONS IN THE U S. BY SEP 30.

E.4. SUBMIT FIVE QUALITY TRADE OPPORTUNITY REPORTS PER QTR.

E.5. CALL ON FOUR MAJOR IMPORTERS/DISTRIBUTORS PER QTR.

E.6. PUBLISH IN THE COMMERCIAL NEWSLETTER ARTICLES FURNISHED
BY WASHINGTON ON RELATED SUBJECTS, SUCH AS A DESCRIPTION OF A
WINTER SPORTS RESORT IN THE USA AND OF THE EQUIPMENT USED BY
VACATIONERS THERE, OR ARTICLES ON AMERICAN HOME FURNISHINGS
AND STYLES OR THE NEWEST IN AMERICAN HOUSEHOLD APPLIANCES. BY SEP 30.

E.7. REINFORCE CONTACTS WITH APPROPRIATE SWISS IMPORTERS/
DISTRIBUTORS. BY SEP 30.

E.8. CIRCULATE LIST OF US TRADE JOURNALS FURNISHED BY
WASHINGTON AMONG APPROPRIATE SWISS IMPORTERS/DISTRIBUTORS. BY MAR 31.

E.9. SUBMIT ANNUAL CONSUMER GOODS MARKET SURVEY. BY MAR 31.

8. CAMPAIGN 4. PROCESS CONTROL INSTRUMENTATION.

A. CAMPAIGN MANAGER: WERNER WIEDMER

B. JUSTIFICATION. THE CONTINUING EFFORTS OF SWISS FIRMS TO
RATIONALIZE AND AUTOMATE THEIR PRODUCTION PROCESSES AND THE
EMERGENCE OF POLLUTION CONTROL AS A MAJOR NATIONAL OBJECTIVE
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OFFER GOOD OPPORTUNITIES FOR INCREASING US EXPORTS.

C. CAMPAIGN HIGHLIGHTS. ONE CATALOG SHOW; ONE TRADE MISSION;
ONE VOLUNTARY POST MARKET SURVEY.

D. MISSION PERSONNEL REQUIREMENTS AND CAMPAIGN FINANCIAL
REQUIREMENTS. SEE PARA 5D.

E. ACTIONS/MILESTONES/ACCOMPLISHMENTS.

E.1. CATALOG SHOW WITH BUSINESS INFORMATION CENTER AT INELTEC
EXHIBITION IN BASEL INCLUDING PROCESS CONTROL AS A THEME -
SEP 6-10, 1977. BY SEP 30.

E.2. SUPPORT ONE TRADE MISSION IN PROCESS CONTROL,
MICROCOMPUTERS AND MICROPROCESSORS. BY JUN 30.

E.3. SUBMIT ONE VOLUNTARY POST-CONDUCTED MARKET SURVEY. BY JUN 30

E.4. SUPPORT APPROPRIATE TRADE CENTER SHOWS IN EUROPE, AND
EXHIBITIONS/CONFERENCES IN THE US. BY SEP 30.

E.5. SUBMIT THREE QUALITY TRADE OPPORTUNITY REPORTS PER QTR.
E.6. CALL ON ONE IMPORTER/DISTRIBUTOR PER QTR.
E.7. PLACE THEMATIC ARTICLES FURNISHED BY WASHINGTON
IN THE LOCAL TRADE PRESS. BY SEP 30.

9. CAMPAIGN 5. HEALTH CARE EQUIPMENT AND SYSTEMS.

A. CAMPAIGN MANAGER: DANIEL SCHAUBACHER

B. JUSTIFICATION. THE U S REMAINS A RECOGNIZED LEADER IN MEDICAL
ELECTRONICS AND INSTRUMENTION. LOCAL DEMAND IS EXPECTED TO
INCREASE AS THE COUNTRY EMERGES FROM RECESSION AND GOVT SPENDING
LIBERALIZES AGAIN.

C. CAMPAIGN HIGHLIGHTS. ONE CATALOG SHOW; ONE VOLUNTRY POST MARKET
SURVEY.

D. MISSION PERSONNEL REQUIREMENTS AND CAMPAIGN FINANCIAL
REQUIREMENTS. SEE PARA 5D.

E. ACTIONS/MILESTONES/ACCOMPLISHMENTS.

E.1. CATALOG SHOW WITH BUSINESS INFORMATION CENTER AT IFAS
EXHIBITION, FEATURING MEDICAL, HOSPITAL AND HEALTH CARE EQUIPMENT
AND SYSTEMS, TO BE HELD IN ZURICH IN APR, 1977. BY JUN 30.

E.2. SUBMIT ONE VOLUNTARY POST CONDUCTED MARKET SURVEY BY JUN 30.

E.3. SUPPORT APPROPRIATE TRADE CENTER SHOWS IN EUROPE AND
EXHIBITIONS/CONFERENCES IN THE US. BY SEP 30.

E.4. SUBMIT TWO QUALITY TRADE OPPORTUNITY REPORTS PER QTR.

E.5. CALL ON 2 SWISS IMPORTERS/DISTRIBUTORS PER QTR.

E.6. UPDATE INFO IN THE FTI ON SWISS IMPORTERS/DISTRIBUTORS.
BY SEP 30.

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E.7. REINFORCE CONTACTS AMONG IMPORTERS/DISTRIBUTORS. BY SEP 30.
E.8. CIRCULATE LIST OF US TRADE JOURNALS RECEIVED FROM
WASHINGTON AMONG APPROPRIATE SWISS AGENTS/IMPORTERS. BY SEP 30.

10. CAMPAIGN 6. ENERGY SYSTEMS

A. CAMPAIGN MANAGER: PAUL WETTSTEIN

B. JUSTIFICATION. WHILE SWITZERLAND SEARCHES FOR WAYS TO INCREASE
ITS ENERGY PRODUCTION, THE US IS DEVELOPING ALTERNATIVE ENERGY
SOURCES. THESE SITUATIONS ARE COMPLEMENTARY, AND SUGGEST GOOD
MARKETING PROSPECTS FOR NOVEL TYPES OF US EQUIPMENT AND ADVANCED
AMERICAN TECHNOLOGY.

C. CAMPAIGN HIGHLIGHTS. TWO CATALOG SHOWS; ONE TRADE MISSION;
ONE VOLUNTARY POST MARKET SURVEY.

D. MISSION PERSONNEL REQUIREMENTS AND CAMPAIGN FINANCIAL
REQUIREMENTS. SEE PARA 5D.

E. ACTIONS/MILESTONES/ACCOMPLISHMENTS.

E.1. CATALOG SHOW WITH BUSINESS INFORMATION CENTER AT THE INELTEC
EXHIBITION IN BASEL INCLUDING ENERGY SYSTEMS AS A THEME -
SEP 6-10, 1977. BY SEP 30.

E.2. SMALL CATALOG SHOW AT THE EMBASSY AND THE CONSULATE GEN
ON SOLAR ENERGY IN COOPERATION WITH USDOC AND THE SOLAR ENERGY
INDUSTRIES ASSN IN WASHINGTON AND/OR OTHER APPROPRIATE TRADE ASSNS.

BY MAR 31.

E.3. TRADE MISSION ON NON-FOSSIL-FUEL SOURCES OF ENERGY,
NOTABLY SOLAR. BY JUN 30.

E.4. SUBMIT ONE VOLUNTARY POST-CONDUCTED MARKET SURVEY. BY JUN 30

E.5. SUBMIT ANNUAL EVALUATION OF POWER EQUIPMENT SALES
PROSPECTS. BY SEP 30.

E.6. SUPPORT APPROPRIATE TRADE CENTER SHOWS IN EUROPE AND
EXHIBITIONS/CONFERENCES IN THE US. BY SEP 30.

E.7. SUBMIT ONE QUALITY TRADE OPPORTUNITY REPORT PER QTR.

E.8. CALL ON ONE MAJOR IMPORTER/DISTRIBUTOR OR POTENTIAL
LICENSEE OF US TECHNOLOGY PER QTR.

E.9. CALL ON ONE MAJOR POWER UTILITY. BY SEP30.

E.10. PUBLISH IN THE COMMERCIAL NEWSLETTER ONE ARTICLE
FURNISHED BY WASHINGTON ON THE STATE-OF-THE-ART IN SOLAR ENERGY
TECHNOLOGY IN THE US. BY JUN 30.

E.11. UPDATE INFO IN THE FTI ON SWISS IMPORTERS/DISTRIBUTORS
AND APPROPRIATE ENDUSERS. BY SEP 30.

E.12. CIRCULATE LIST OF US TRADE JOURNALS FURNISHED BY
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WASHINGTON AMONG APPROPRIATE SWISS FIRMS AND INSTITUTIONS. BY SEP 30.

11. CAMPAIGN 7.

A. CAMPAIGN MANAGER: GEORGE KELLY

B. JUSTIFICATION. THE FAVORABLE DOLLAR/FRANC EXCHANGE RATE HAS
MADE THE US AN INCREASINGLY ATTRACTIVE TRAVEL DESTINATION FOR THE
SWISS.

C. CAMPAIGN HIGHLIGHTS. CLOSE COOPERATION WITH USTS AND USIS.

D. MISSION PERSONNEL REQUIREMENTS AND CAMPAIGN FINANCIAL
REQUIREMENTS. SEE PARA 5D.

E. ACTIONS/MILESTONES/ACCOMPLISHMENTS.

E.1. WORK CLOSELY WITH USTS AND USIS TO ASSIST THE SWISS TRAVEL
INDUSTRY TO PROMOTE TOURISM TO THE US. BY SEP 30.

12. REGRET APPARENT LOSS OF TYPE IV PARTICIPATION IN PRO AQUA
PRO VITA EXHIBITION AND INELTEC. HOPE THAT PRESENCE AT INELTEC
CAN BE SALVAGED THROUGH CATALOG SHOW/BIC AS PROPOSED ABOVE. ALSO
HOPE THAT FUNDS SITUATION WILL PERMIT EITHER RESTORATION OF PRO
AQUA TYPE IV OR INELTEC TYPE IV LIEU CATALOG SHOW, OR-,PREFERABLY,
BOTH.

13. BELIEVE TECHNICAL SALES SEMINAR ON AVIONICS WOULD BE
INAPPROPRIATE IN THIS MARKET; HAVE ELIMINATED AVIONICS AS A
CAMPAIGN FOR FY 77.

14. AS WE DO NOT INCLUDE COMMUNICATIONS EQUIPMENT AMONG OUR
CAMPAIGNS, BELIEVE THAT TRADE MISSION IN MICROCOMPUTERS/
MICROPROCESSORS/PROCESS CONTROL WOULD BE PREFERABLE.
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